



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES March 4, 2009

Board of Directors

Sonny Astani, Barbara Bundy, David Damus, Kathy Faulk, Robert Hanasab, Steve Hathaway, Marc Loge, Sandy Nam, Anne Peaks, Peklar Pilavjian, Carol E. Schatz, Patrick Spillane, Daniel B. Swartz, Peter Zen

Absent

Robert Cushman, Frank Frallicciardi, John Goldrick, Jeffrey Griswold, Kent Handleman, Christopher Pfohl, Colin Shepherd, Cari Wolk, Josh Wrobel

Staff

Hal Bastian, Michael Clark, Jacob Holloway, Connie Hwang, Aleeza Miller, Ken Nakano, Leticia Orozco, Alexander Stettinski, Justin Weiss

Guests

LAPD Captain Blake Chow

CALL TO ORDER

Bundy called the meeting was called to order without a quorum at 8:16 a.m. A quorum was reached later in the meeting.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Bundy opened the meeting to the public for comments, in which there were none.

GUEST SPEAKER CAPTAIN CHOW'S COMMENTS:

Captain Chow introduced himself to the Board Members and gave a brief description of his background and experience working for the LAPD in Downtown.

Captain Chow reported that the LAPD changed the way to deploy officers and realigned footbeats to continue the revitalization of the Downtown area.

Various Board Members expressed concerns regarding incidents of crime in the BID area and quality of life issues. Captain Chow thanked the Board Members for bringing these to his attention and encouraged Board

Members to continue expressing concerns to him. Captain Chow stressed the importance of continuous information exchange between the BIDs and the LAPD.

PRESIDENT'S REPORT

Schatz thanked Captain Chow for speaking to the Board Members and noted that

Schatz reported:

The DCBID was named the #1 Business Improvement District in the City of Los Angeles, according to a recent survey by the Los Angeles Business Journal.

The Demographic Survey is being refined for a more easily-understood format. The statistics will look different in the new Survey results because this year's survey included a broader sample. The Board Members requested to see a draft of the Survey before it is released, and Schatz agreed to have it sent to the Board Members electronically if the results would be kept confidential until the official release.

The DCBID staff is close to completing an All-BID video to explain the benefit and power of BIDs, which will be presented to the City Council.

Tom Gilmore, Chairman of the Historic Core Business Improvement District, will extend its contract with the DCBID for another year. The contract has been marked up by 15%, and the Board Members agreed to call this increase a fee, per Gilmore's request.

The date of the Annual Property Owners' Meeting is April 23, 2009.

Schatz reminded the Board Members about attendance requirements at Board Meetings, as instructed in the Bylaws, and announced that some Board Members will be contacted about continued participation on the Board based on attendance records.

At the event at Evo, Schatz asked if the developers present wanted to or could afford to do another Open House this year. The response received was not optimistic, due to the current state of the economy.

Schatz brought up the topic of restaurant marketing, since dineLA was considered a great success, and the Board Members discussed a continuation of marketing not only the restaurants but other aspects of Downtown as well.

Ms. Schatz thanked the Board for their continued support and recognized the DCBID staff for their hard work.

APPROVAL OF MINUTES

A motion to approve the minutes from the January 2009 meeting was made, seconded and approved. Because a quorum had still not been reached, a motion was not made for approval of the minutes.

COMMITTEE REPORTS

FINANCE

Clark reported:

The November 30, 2008, December 31, 2008, and January 31, 2009, Financial Statements were included in the Board Books and summarized for the Board Members.

When considering revenue versus expenses, there is a \$1.6 million surplus. The Board Members then discussed whether or not to include the underfunding of the retirement fund when considering the 2008 Financial Statements.

A motion was made, seconded and approved to accept the numbers in the Financial Statements with a notation that the issues of the surplus and the underfunding of the retirement plan are still unresolved.

Schatz will look at the possibility of a budget revision, taking into account the services that need to be provided and protection against an assessment increase. This issue will be revisited in the next Board of Directors meeting on May 6, 2009.

ECONOMIC DEVELOPMENT, MARKETING, AND OPERATIONS COMMITTEES

Due to a time constraint, the Economic Development, Marketing, and Operations Committees were unable to deliver their reports and will hold them until the next meeting on May 6, 2009.

OLD BUSINESS

No old business.

NEW BUSINESS

Sonny Astani announced that his "Concerto" project on 9th and Figueroa Street will open and will be covered by the Los Angeles Times.

ADJOURNMENT

The meeting was adjourned at 9:14 a.m.